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## INNOVATION STRATEGIES TO COPE UP WITH GLOBALIZATION: HOW TO MARKET DIGITAL NOMADS

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### **Abstract:**

The use of information, communication and technology i.e. ICT, is on an ever-high note and with this there is one more thing that is increasing at a fast pace and that is people's psychology and perception regarding freelancing and working independently. This research paper is going to talk about the whole concept of digital nomads, a concept that might be new to a lot and might be known to some. The research paper will try to highlight various aspects of the life of digital nomads such as types of digital nomads, their lifestyle, challenges faced by them in day to day life, and various innovative strategies that could help them solve their problems profitably.

**Keywords:** Digital Nomads; Travel; employment; remote work; lifestyle.

### **1. Introduction:**

The development of new technologies, access to the internet and information, and increase in electronic device usage such as mobile phones, laptops, I-pads etc have rapidly become the basic need of new trends in consumer behaviour, lifestyle and work. Combination of these elements have made new connections between technology and people's lives. One of the newest trends in the development of new professions has been the appearance of digital nomads. These are the people who connect earning money and have passion for traveling and being independent, for what they mainly use internet for information access. The life and behaviour of these people is like who changes places and are not stable at one place. Their appearance has led a new research on the topic, but the scientific literature on digital nomads remain limited.

The paper has two main purposes. The first is to introduce digital nomads as a new phenomenon in wider global employment trends within the context of technological developments. The second is to determine what problems they face and their possible solutions. The paper consists of four parts; The first is Background of Digital Nomads; the second part consist of characteristics of digital nomads. Third is the features and comparison between different types of digital nomads. Lastly conclusion. In every section data has been added to make readers known to the current scenario of the digital nomads which we have collected from 78 respondents through a survey that was conducted regarding the same.

### **2. Literature Review**

#### **2.1 What is Digital Nomad?**

Digital nomads are the type of people who use telecommunications technologies to earn a living and, more generally, conduct their life in a nomadic manner. Such workers often work remotely from foreign countries, coffee shops, public libraries, co-working spaces. They work remotely using digital tools such as cloud

computing and wireless digital technologies. Kannisto in 2014 has introduced the term global nomads to travel around the world without stable job, place to live or health care. These nomads are quite distinct from their digital counterparts in their motivations and work choice. Being digital nomad person is associated with location independency when it comes to working and living. This feature thus differentiates them from people who work remotely in their permanent places of residence. Digital nomads usually work from the place they want to be or want to stay for a period of time.

## **2.2 What are the professions of Digital Nomads?**

Digital nomads occupy different positions and form of employment. Firstly, people who work for International corporations but do their job from different places. Their main aim is to complete the task or project and it often does not matter where this is done from. Secondly, there are people who are freelancers such as programmers, copywriters, journalists, graphic designer, photographers etc. They can do their job using internet connections and live in the different parts of the world. Lastly, there are start-up creators(entrepreneurs) who usually conduct their business using internet access.

Welance's report shows that a majority of digital nomads that is around 22% are programmers, 17% are designers. According to oDesk (2014) 67% of digital nomads were freelancers and 33% were start-up creators who created virtual business or teams.

Some of the Digital nomads have professions such as fashion designers, language teachers, lawyers and personal coaches. They are all defined by the fact that they can do their jobs using internet and other digital tools. Main reason for people's decision to become digital nomads ; they want to manage their time independently and enjoy other elements of life other than just work. Digital nomads value leisure activities very highly. They decide to work away from their home and even countries to be able to take up the work earning money with sightseeing and living an active life. such people "work in-order to live" not "live in-order to work" They change their locations but not as regular tourists.

The place Digital nomads choose for their destination depends on the internet access and the local cost of living according to their earnings. The attractiveness of the destination is also a significant contributing factor. Due to living costs, climate and tourism possibilities digital nomads usually chooses south Asia or central America as their destinations. Simultaneously, they work for clients and customers from highly developed countries. Considering practically, they usually choose big cities with possibility to find coworking spaces and internet connections.

## **2.3 Lifestyle**

Digital nomads, a concept quite new to a lot of people and becoming a coming of the age concept. People are more inclined to follow this route knowingly or unknowingly. So, it is important to understand the basic psychology behind people turning towards choosing this as their career influencing path. Since the inception of the third industrial revolution, there was a major shift in the perception and inclination of people towards technology. Nowadays individuals are more ecstatic about working at their home than going to a physically bound space.

Although the term digital nomads are no less than a puzzle, it can be tried to be understood by dividing the term into two parts. The word "digital" means an electronic technology that generates, stores and processes data and the word "nomads" means an individual who does not have a confined address of himself or herself. So, it can be said that a digital nomad is an individual who uses electronic technology to earn a living and spends all their time not being confined to a single location. They are depended on the information and communication technology to a lot of extent and with this there is one thing that plays a huge role in them being a digital nomad and that is internet connection.

The evolution of perception and choices regarding lifestyle is crucial to understand here as things have changed drastically ever since third industrial revolution came into picture. Earlier it was all about traditional nomads and now the coin has flipped to digital nomads.

In traditional nomad concept people only wanted to fulfil their basic needs such as food, water, and shelter but with the passage of time, their priorities changed into much more than that. Now people are more career oriented. They want to grow as an intellectual individual, travel to new places, meet and communicate with

new people, adapt to new lifestyle and culture, be financially independent and not be bound to anything superficial. All forms of gadgets, passport, virtual wallets, new locations and most importantly internet connection are the basic needs of digital nomads.

For W. Mitchell the electronic form of nomadism is based not on the territory, as it was before. It is based on wireless infrastructure, combined with other networks, and expanded around the globe. Today, the operation of networks is supported by a complex combination of personal contacts on the site and in travelling, in postal services, synchronized contacts via telephone and video and asynchronous - via e-mail.

It can be said that innovation and individualism are the key drivers of the perception of digital nomads. The choice to live a distinguished and isolated life can be although due to many different reasons and highly varies on individual to individual.

The outlook for digital nomadism is quite positive with many factors contributing to its success. A combination of demographic trends, technological improvements, and changing corporate views means increases in both the supply and demand for digital nomads and more opportunities for the many millions of people looking to join them. The passion to travel and explore various adventurous aspects of this nomadic lifestyle is one of the core driving forces behind being a digital nomad.

About half of them or above accept of the fact having a traditional job. Also, the maximum ratio of digital nomad is that of millennials i.e. around 59%.

Although, there are a sizeable number of people who are or aspire to be digital nomad, research proves that very few percentage of them continue with the same lifestyle throughout their life. In interviews, digital nomads often say they're satisfied with their income as long as they earn enough to support their travels.

Apart from all the positive aspects of being a digital nomad, there are also many challenges problems that they face in this whole journey which they have to tackle. Below are some of them.

#### **2.4 Features of digital nomads**

Digital nomads usually want to be independent and live their own in different places of world. Welance in 2015 conducted a survey that aims to ascertain a complete understanding of digital nomad profiles. The majority of the people who took part in survey were men without children but in a relationship. 33% of them were aged 31-36 years. 29% were in their late twenties (26-30) and 18% were within 37-45 years. Thus, majority of digital nomads are the members of generation Y.

#### **2.5 Characteristics of Digital nomads**

People who are truly successful at living their lives as digital nomads have some common characteristics. They do work they love; they enjoy their work almost as much as they love travelling and meeting new people as well as experiencing the different aspects of life.

They are flexible; they don't have any bounding regarding working culture, timing. They are flexible to work according to their will.

They plan ahead for internet access; wherever they go their first priority is to ensure the connectivity/access to internet at the place where they are planning to move.

They are frugal; they are sparing or economical as regards money, food and shopping. They live a thrifty and simple life. They are solo traveller.

### **3. Research Objectives and Methodology**

This study attempts to know the problems faced by digital nomads while travelling from places to places these problems. The data is collected by forming a questionnaire which was circulated to the number of respondents especially who are going to choose this profession or are indulge in the activities like digital nomads, the respondents are people of generation representing generation X and generation Y who are active travellers, use electronic devices and are familiar with the current and upcoming technologies. We take a sample size of 78 respondents from different cities of India like Delhi, Mumbai, Chennai and Bangalore where most of the population is of working people. The data collected is on the basis of some problems that Digital nomad's face which are described below:

### 3.1 Problems

- Working space
- Gadgets
- Internet Connectivity
- Cloud Based Program
- Traveling
- Language Barrier

Today's professional world affords many opportunities to leave the office space.

Many people are no longer chained to a desk and can travel to other places to work wherever they like. Here we are talking about digital nomads, they can pick any place book their tickets and leave for that destination. The life of a digital nomad seems an attractive proposition. It's a life of travel, exploration, and adventure. But it also has some challenges. There are some things to be considered in order to venture off in this horizon. An effective digital nomad has planning, discipline, and flexibility.

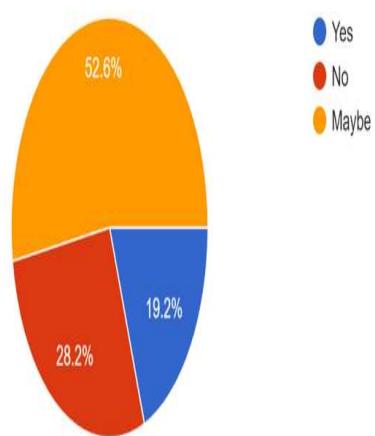
One of the most difficult challenges is to find the right location. Some people think they'll find a coffee shop to work from or use the wi-fi in hotspots areas available. Assuming this can be a big mistake for the newbie nomad.

Coffee shops are rarely suitable for silent contemplations or private digital conversations. The place where you stay might not have adequate internet.

Below is the data of the workplace people choose and availability of the workspace for digital nomads wherever they go.

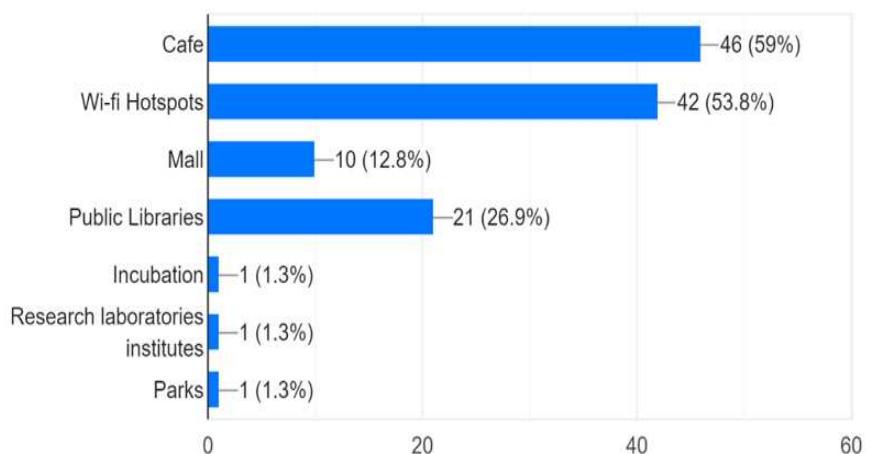
Is working space available wherever yo go ?

78 responses



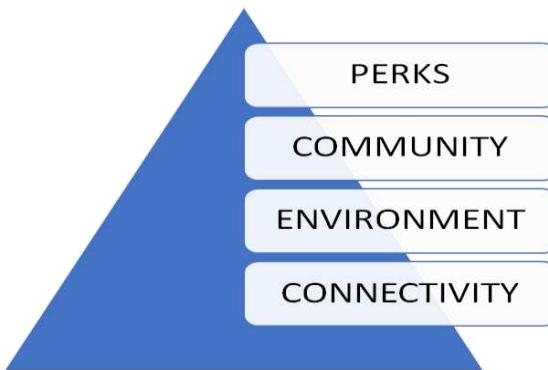
What kind of working space you prefer ?

78 responses



### ➤ Evaluating a space

There are four layers of need that every digital nomad should use when evaluating an authentic workspace. These layers include the ability to connect with the outside world, the physical environment of the space, the community in the space, and the extra perks that may be offered. These layers form a hierarchy of needs. Each layer should be evaluated before selecting the space that is right for you.



### ✓ **Connectivity**

As a Digital Nomad connectivity is also critical, while finding the working space too. Before committing to a particular space, attempting the reliability of the internet connection is necessary. Co-working spaces are available during standard business hours based on the time-zone where the space exists. This can be problematic. If the timings don't match the timings of your team or client, then ultimately the space is useless for you. For example, if you're working from Central Europe, but need to hold East Coast US working hours, you'll need to work until 11:00 pm.

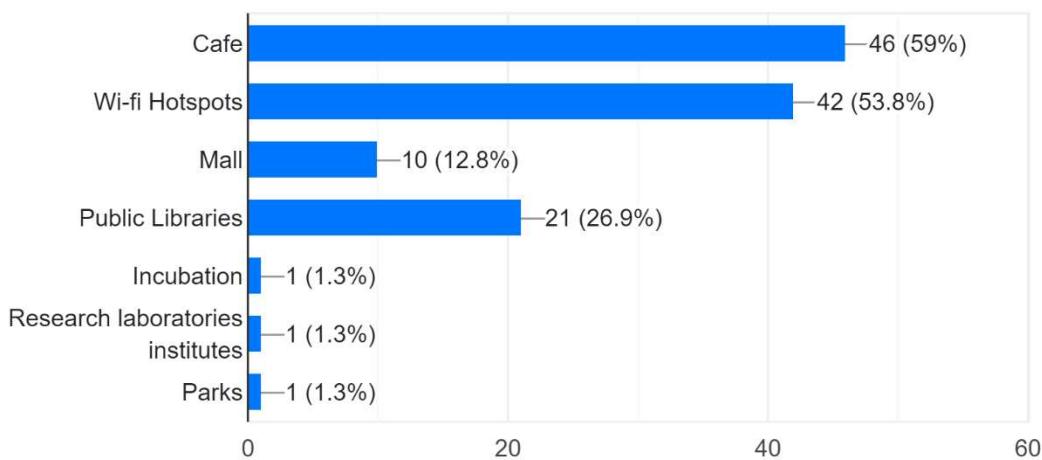
### ✓ **Environment**

The physical environment of the co-working space is absolutely critical. The basic requirements for a co-working space are a work surface, good internet connectivity, and electricity.

In our research, it was found that maximum number of people prefer working in a café or at a wi-fi hotspot as compared to the other options available.

What kind of working space you prefer ?

78 responses



The specific needs of your environment will depend heavily on your style of work. If you want a place where you can concentrate, a noisy cafe is probably not the best location for you. Unfortunately, this is sometimes difficult to determine from a website and you will want to visit the space to check.

Here are some specifics that you should look for before settling on an environment:

Sound- Is it too noisy to concentrate? Do they play music during daytime hours?

Location – Is the space near a railway station or Bus stop? How long does it take to get there from your living space?

Private Spaces – Availability of private closets for sensitive video conferences? Are there meeting rooms for on-site client visits?

Security– Is the space in a safe location? Would you feel comfortable leaving your belongings out when you use the restroom? Are there places to lock-up your valuables?

Seating – Are the chairs hard as rocks, which will make working long periods extremely painful? Is there compatibility between desks and workspaces?

Lighting – Are there windows from where the bright light will make video conferencing difficult? Is it too dim or too bright?

Power– Are there enough electrical ports available for everyone in the space? Do you need more than a standard power port? Do they have universal plugs, or do you need your own adapter?

Extra equipment – Do you need a printer or Is there kitchen available and a refrigerator?

### ✓ **Community**

The community or people around the co-working space is dependent on individual needs. For some folks, a community is extremely important, as it is a means to meet new people in their field or is used as a social outlet. For others, the local community may not matter, since the space is only needed for a short time period in each location.

Digital nomads are not only one who uses co-working spaces. The majority are local to the area, who use the space as an office alternative. They also use it as means to network, generate ideas, and collaborate. Many consultants use co-working spaces because producing new ideas and good work is harder in isolation.

Many co-working spaces hold social events in addition to supplying individual workspaces. They may have a weekly meet-and-greet, which is a great way to network outside of regular work hours. They may have training sessions for professionals in your industry. You can take these opportunities to find others that are learning similar skills. The social mission of co-working can be a great help for some people, whether it is networking, skill-sharing, or simply to avoid loneliness

### ✓ **Perks**

There are numerous additional perks can be offered by co-working spaces. These can vary from having add-ons to eccentric services that resonate with a select few. Most of the time, perks aren't deal breakers for a space, however they could help you decide between two spaces which are mostly equal with your other needs. Here are a few of the perks that have been made available at co-working spaces.

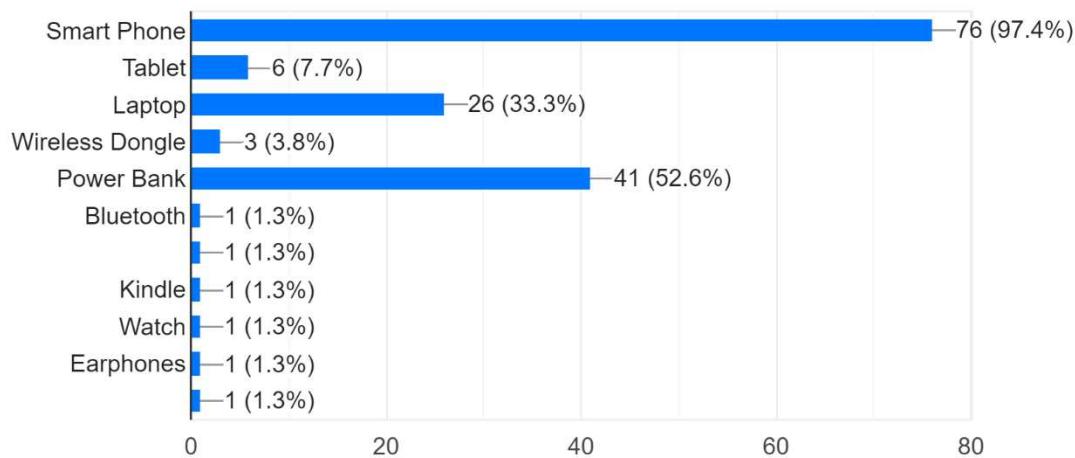
- Unlimited, free coffee
- Yoga classes
- Nap room
- Discounted food
- Mail services
- Virtual receptionists
- Gaming spaces

### ➤ **Gadgets**

As we already don't know where the nomadic journey will take a person. So, he should be ready for the upcoming challenges that are going to come his way. A person needs number of gadgets in order to work as well as travel at the same point of time. Having a solar -powered backup is useful piece of digital nomad gear because you never know where you will be able to charge your electronic gadgets.

### What gadgets you carry with yourself ?

78 responses



While with the rapidly growing technology, it is no surprise that most of the people prefer working from their phone and laptop.

Living a life of nomad means you could find yourself stuck for hours in place with no power and no way to charge your laptop when you have a piece of work due in some hours. In this case you need to carry on your devices and also charge them using the power based on stored power in batteries or Power ports provided. Gadgets with enough power backup is todays demand.

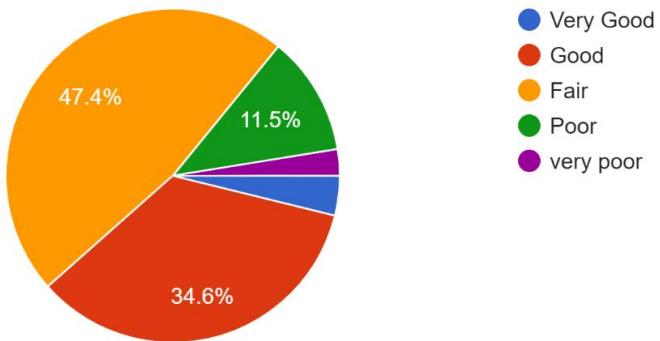
### ➤ Internet Connectivity

As a digital nomad a person will quickly realize that nothing is more valuable than your internet connection. Even if your destination says that they have wireless internet connections, you can never rely on it. Sometimes many of the internet connections slow down or cut out frequently and it hampers your work. So, it is necessary to have your own mobile hotspot that works in so many countries and will ensure that it won't shut doors on your dreams. Sky-roam's unique virtual SIM automatically connects you to local carrier data as you travel from one country to another.

In addition to thinking about charging your laptop while keeping it in your backpack and carrying your own mobile hotspots so it will not hamper your work it is also necessary to think about protecting your belongings as well. You never know where your journey will take you, and sometimes it will take you to most undesirable places where spending a night in any cheap location. In this case your main concern will be to ensure your belongings are safe as well as well protected. In this case will be required to have an anti-theft backpack having some security feature that will ensure that your data is safe as well as no one can make wrong use of your belongings.

A Universal worldwide plug travel adapter is very important for an individual to carry as it will save money, as you won't have to pay much more than needed while purchasing a local adapter in order to charge. It will also save you time as you don't have to go from shop to shop in order to purchase charger for any country you visit, as it works in more than 150 countries.

Internet speed/ Connectivity while moving to other cities  
78 responses



Since the situation of India is improving in respect to internet connectivity, we might be the leading power in case of producing the maximum digital nomads keeping the whole digital revolution in mind.

➤ **Cloud based Computer program**

Cloud based computer program is on-demand computer system resourceespecially data storage and computing power without direct active management of user. As a digital nomad you will be in need of cloud-based computer program as it is the practice of using a network of remote servers hosted on the internet to store, manage and process data rather than a local server. It is a software that also provides service and applications over the internet. Instead of installing and maintaining software we can simply access it via internet that will free us from the complex management of software and hardware management. It is directly connected to the internet availability, so for digital nomads' cloud-based computer program is necessity and poor internet availability/connectivity make the things against there working conditions.

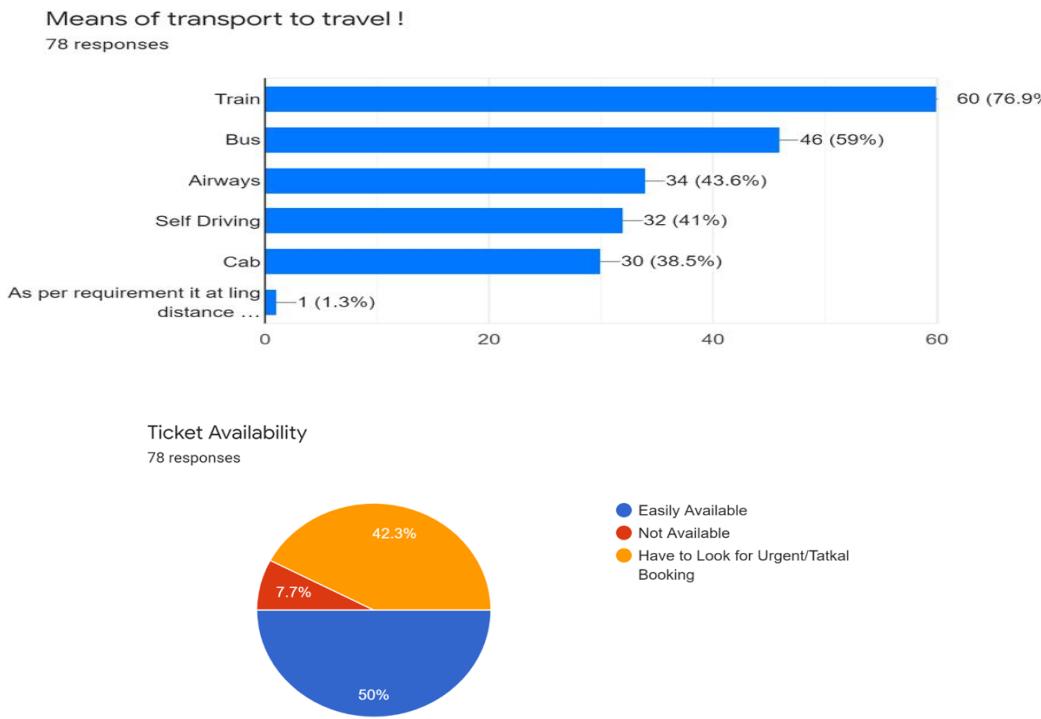
➤ **Traveling**

The phrase “digital nomad” means the trope of joyful millennial who escape the daily grind to travel the world, working with laptops at different places. It is said that there will be one billion digital nomads by 2035. Being a digital nomad means that it is a full-time job. It maybe truth that your office may be prettier than others and you yourself decide your working space and working culture but still you need to grind away your success as well as failures that are completely on your own shoulders. Digital Nomads have responsibility for almost every aspect of their life: their mental health, daily routine, income, safety and shelter. Most digital nomads travel on tourist visas, which require them to move regularly. Digital nomads are remote workers who usually travel to different places. They often work in coffee shops, co-working spaces, or public libraries, relying on devices with wireless internet capabilities like smartphones and mobile hotspots to do their work whenever they want.

Becoming a digital nomad is about creating a perfect work-life balance. The life is about having more adventure, fun, excitement and fulfillment in life. Digital nomad can do this by exploring new countries, experiencing new cultures and meeting unique people around the world. The work part involves working online to make passive income to continue experiencing the excitement of exploration and adventure.

A digital nomad is someone who should be self-motivated, creative thinker, determined as well as he should enjoy constantly adapting and learning new things from new people. While you may enjoy the solitude of solo travelling as well as working at the same time.

In a survey we got some results regarding the choice of means of transport and we found that almost 42% of people don't get tickets, they have to buy an emergency ticket whenever they want to go and 8% are unable to boom any ticket when they are in need.



### ➤ Language barrier

Language sometimes becomes a barrier and our concern of insecurity when we are out in other countries and we don't know the language there. It becomes uncomfortable to deal with such situation and feel helpless. Countries like India, China, Europe countries where larger population don't know English makes living and communicating tough for Digital nomads, for a vacation it can be compromised but as a digital nomad who has to spend some more time than others can be frustrating. Language knowledge is beneficial for digital nomads. Speaking a local language can completely change the direction of your travels for the better. It will give you access to more business opportunities. That is how many successful entrepreneurs develop exceptionally powerful products for successful businesses. If you can speak the language, then pitch such ideas to locals who'll be more predisposed to trust you.

Learning the local language is essential because you will have a more productive and more rewarding experience if you learn the language. However, digital nomads need to consider the time they will stay in the country. If only six months, then basic knowledge is necessary. In terms of politeness, it is always good to speak some basic words.

Language knowledge of the country at which you are staying will help you to stay aware of environment socially, economically, and legally. Signboards and posters always deliver an essential message that could affect your situations. For instance, road signs in Russia are mostly written in Russian, yet you are expected to obey their commands whether you can read or not. You may be looking for particular services nearby in Tanzania, but the ads indicate those services are in Swahili. Most of the advertisements, signs, posters, and billboards are always written in an easy and catchy language. You need to be aware of the language and know, in the very least, the basics.

Folks who travel occasionally may prefer going to places where locals speak English. Such places can be convenient, but digital nomads are always looking for more fulfilling travel experiences. As a digital nomad, their lifestyle revolves around travel, and they want to enjoy all the perks that new destinations have to offer. Maybe you've gone to the friendliest place in the world. However, if the locals can't speak your language fluently, they'll be apprehensive about talking to you. They don't want to make embarrassing linguistic errors, and they have their family and friends around them. It will be up to you to go the extra mile to cover

up language gap to make friends and develop meaningful relationships. You are the lonely one in a foreign land. Learning their languages and blending in with them is a necessity.

Learning local languages will always help you to understand the people and their culture better. The two are complementary. It:

- Helps locals to trust you more
- Empowers you to bargain and ask for directions
- Helps you to avoid troublemakers and ask for help
- Allows you to identify opportunities and build profitable networks
- Offers your freedom to move on your own without companions and guides

### **Cons of Learning a Foreign Language**

- Learning a language requires time and dedication. It is not an overnight process.
- If you keep moving, you could learn languages that you won't use much later on in your life.
- Learning a language interrupts other learning process.
- New languages often interfere with fluency in other languages.
- Learning a new language is costly, and it could push limit your work time.

The things that Digital nomads complain about while staying in other places

#### 1. Lack of good food.

You are in a different country. Of-course it will not have Sambhar Rice or Paneer Masala on the menu in Olive Garden. You have to adjust yourself with new food available or just get used to cooking all the time. There are some people who don't like anything other than what they used to eat in their country.

#### 2. Transportation

Well, they are not wrong. Except some cities, public transportation sucks in USA. This is a real problem for people who don't drive. Or can't afford to buy and maintain a car. So far the only solution I see is buy a used cheap car and use it. Or live in an area with public transport access.

#### 3. Communication problems

A lot of Americans are not used to foreign accents, so they have a real hard time understanding your English. It takes a while and a lot of practice to get over this problem. Just don't avoid talking to people because you fear they won't understand you. Don't worry about that, just talk. It gets better.

#### 4. Cultural differences

Indian people find other country people rude and people have no idea why. It is the small things we forget to watch out for like saying thanks and excuse me, giving way, acknowledging a smile (from strangers also), tone of voice while talking to people etc. Just being a nice person is not enough but you have to be able to show it in your actions.

#### 5. Discrimination

Africans are very common in USA but that doesn't stop people from discriminating. So, you might get treated a little differently at places. But we have to remember that not all people are racist. And when you are victim of discrimination, just politely ask for what you deserved or just move on and Ignore it.

#### 6. Security/Privacy

Since digital nomads travel a lot from one place to another, they rely significantly on public Wi-Fi. That's why, they are prone to security and privacy issues as compared to an average internet user. By using unsecured internet networks, they invite hackers, phishes, malware, and others alike to attack their devices and steal private information. This is not an ideal situation for anyone, as accessing bank accounts and working remotely requires absolute security and safety online. To overcome these threats, there are different tools.

## 7. Visa Issues

The biggest problem of international digital nomad life is understanding visas and legal issues that may affect their living conditions and work life. There is no global rule for visas and legal issues, they vary from country to country and from applicant to applicant. That's why it's always important to research the country you are looking to visit – and possibly neighbouring countries, too. While some of this might seem problematic but most digital nomads lead fairly trouble-free and exciting lives.

## 8. Financial issues

Most digital nomads are freelancers and their revenues can be subject to ups and downs. Their cost of living fluctuates from one country to the other, and they have to pay flights and visa fees to be able to maintain legal status. It is not always easy for them to make enough money to cover their expenses.

Although there are so many advantages of a digital nomad lifestyle, money matters can be a little bit complicated. As a perpetual traveller, you will face a lot of financial issues that can be annoying, time-consuming and quite expensive if you don't handle them the right way. Unfamiliar about certain things, for example, taxes, can cause trouble. That's why it's important to learn more about the taxes of the countries, so you can manage your finances as a digital nomad without any difficulties or unnecessary expenses.

## 9. Mental Health

As traveling became a very popular trend, being a digital nomad is considered by many as the ultimate dream. On social media, you can find hundreds and maybe thousands of influencers constantly posting pictures of their "location independent dream life". However, behind the scenes of picturesque mountains and tropical beaches, some reality can remain hidden and untold. Many of them can easily be trapped in isolation and distress, and some of them would turn to online psychologists to seek help in order to overcome psychological problems.

### **How to approach a Digital Nomad**

- Nomad summits organised all over the world
- Social media networking
- Email, text messages
- Nomad List (crowd-based data course)

#### 1. Digital Nomad Summit

Nomad Summit is the biggest conference for digital nomads and remote workers. At this multi-day conference, you'll hear from successful speakers and get an opportunity to network with like-minded professionals. In 2019, Nomad Summit was held in Cancun from October 11-14. Other than the conference, nomads also took part in events like sunset cocktail hours, pool parties, beach days, and scuba diving and Snorkelling trips.

This conference supports the location-independent lifestyle and the freedom that comes with it. People discuss the questions like, How, do I live my passion? How can I run a location-independent business? and, How, do I make the world a better place? You'll also learn from 10 or so keynote speakers and 20 workshop experts. Bali, INDONESIA is organising Digital nomad summit 2020.

#### 2. Social Media Networking

The idea of networking through social media networking is to make your trip easier, cheaper and much more fun. Social media networking allows you to talk, ask and meet other digital nomads and local residents wherever you go. You get the opportunity to know what places to visit, where to live, where to eat, where and when the best party is, but all of this information is provided and shared by people, instead of some travel agency and connecting them with social media helps companies a lot to track them and get in touch with them to market their products and services to them.

### 3. Email and text messages

For marketers, email has become a trusted and essential means to reach customers. However, as the use of mobile phones has become omnipresent, Text Marketing or SMS marketing is quickly turning into another great way to quickly connect with customers. A well-structured marketing program will offer multiple steps where you'll need to decide if it's better to text your recipient or sending an email does the trick. Or maybe a combination of both will work out.

### 4. Crowdsource baseddatasource (Nomad list)

Crowdsourced data collection is a participatory method of building a dataset with the help of a large group of people. Crowdsourced data collection allows marketers to cheaply outsource simple tasks or questionnaires, gather data in real time, and obtain far more numerous and widespread observations than in traditional data collection given its relatively low cost. Notably, crowdsourced data collection allows researchers to more easily reach people and places, giving researchers insight into local markets, events, or even prices. Researchers may crowdsourced data collection via a number of platforms including mobile apps or internet marketplaces.

## 4. Solution

The solutions are available there in market, but they are not easily feasible and customer or digital nomad has to look for many different websites or apps to get the solution. What if they are provided with simple solution i.e. an app designed for multiple purposes as the customer needs something that is easily feasible, easily operable, easily accessible, and simple as well.

Problems are simple and their solutions are also simple.

Like a departmental store, a multi-purpose app is one that everything the user needs in one place. In contrast single-purpose app are more like boutiques; designed specifically to accomplish a single thing. Implementing bundling strategies and providing a one app for multiple purpose will help digital nomads to get things done easily as compared earlier. Also, it will make easy and convenient to marketers to approach by several means that already been there like Mobile advertising, email, flashing ads, and other digital marketing methods including affiliate marketing, content marketing, Social media, influencer marketing etc. All they have to get first, is an international sim card which works universally in every country, so the problem of network will not be an issue. Internet services of almost 170 countries can be enjoyed.

**A Multi-purpose app:** To meet the needs of digital nomads that they usually face as we've mentioned above. An app with one stop solution will make their life quite hassle free. They will get many solutions according to their needs.

- For traveling an app with-in app to book taxis, flights, train tickets etc.
- An app within app to book hotels, restaurants.
- An app within app to get medical counselling and even personal counselling.
- Providing regularly updated apps for them where they find places and spaces for their work.
- Cloud based secured space which will help them to upload their important documents so that they don't have to look for other cloud-based storage websites or software.
- A translating software embedded into an app which will convert their native language into the language of country where they had arrived.
- A simple social media app connecting all the digital nomads of the world so that they don't feel alone and can remain connected to each other and share their experiences and ideas in the form of videos or photos. They can tell people about the places they visit in the form of Blogs.

## 5. Conclusion

Basically marketers have many ways to approach the digital nomads, first and foremost thing is to understand their needs and working upon it. It will make them to approach marketers themselves, old marketing method that provide what they need and they will come by themselves.

Digital nomadic culture is increasing rapidly as the millennial feels that only working is not the purpose of the life and they want to enjoy with work. So marketers have to change their strategies according to their

lifestyle. Providing solution is the best way to market the customers, solutions are universal and feasible as they can be accessed by both tourists and marketers.

The marketing strategies like analysing the Porters forces model, 4Ps, 7Ps, SWOT analysis will always work with modern solutions.

The STP process i.e Segmentation- Targeting – Positioning is quite understandable as marketers have to focus on Digital nomads which will automatically cover the tourists.

Currently , we are learning that remote place workers are more productive, efficient than the people working in office. It happens because when people have freedom to work from their place of interest, with tools they want , whenever they want then they go beyond to get the things done. And we have recently seen in this Covid 19 pandemic that people who spend time outside the office are generally more engaged by their jobs though it is a work from home which is resulting in burnout, still they are spending more and doing more than what they use to do while sitting in office. If they are given freedom which makes them happy then they will prove that they are valuable assets that organisation needs.

The cloud and new technology like AI has transformed the way that we live and work. The landscape is changing and experts predict that remote work will equal to fixed office working jobs by 2025. As more business continue to recognise the benefits of remote work, the digital nomad movement will continue. We'll continue to see a wider range of digital nomads and remote workers in the world empowered by tools for productivity, unified communication and collaboration.

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